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ALSTON & BIRD LLP			WORJLOH, JALATEE	
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)	
	10/029,159	DEEDS ET AL.	
	Examiner	Art Unit	
	Jalatee Worjoh	3685	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 5-5-08 (Board Decision).
 2a) This action is **FINAL**. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) _____ is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 26, 35, 36, 37, 38, 39, 40, 41, and 42 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
 3) Information Disclosure Statement(s) (PTO/SB/08)
 Paper No(s)/Mail Date _____.

4) Interview Summary (PTO-413)
 Paper No(s)/Mail Date. _____.
 5) Notice of Informal Patent Application
 6) Other: _____.

DETAILED ACTION

1. This Office Action is responsive to the Board decision rendered May 5, 2008. As indicated in the decision, the rejections against claims 21, 22, 23, 24, 25, 27, 33, and 34 have been affirmed and claims 26, 35, 36, 37, 38, 39, 40, 41, and 42 reversed. Therefore, prosecution remains closed for the affirmed claims and a new ground(s) of rejection is provided for those claims reversed.

2. Claims 26 and 35 -42 have been examined.

Claim Objections

3. Claim 39 is objected to because of the following informalities: typographical error. The claim recites "...usage for which the content is locked *in at* the user device.." in line 6, Is "in the user device" or "at the user device"? Appropriate correction is required.

4. Claim 42 is objected to because of the following informalities: typographical error. The claim recites "an identifier indicative of the use of *said locked in* selected content". Is this indicative of the use of said locked selected content? Appropriate correction is required.

Claim Rejections - 35 USC § 112

5. The following is a quotation of the first paragraph of 35 U.S.C. 112:

The specification shall contain a written description of the invention, and of the manner and process of making and using it, in such full, clear, concise, and exact terms as to enable any person skilled in the art to which it pertains, or with which it is most nearly connected, to make and use the same and shall set forth the best mode contemplated by the inventor of carrying out his invention.

Claims 26 and 35 -42 are rejected under 35 U.S.C. 112, first paragraph, as failing to comply with the written description requirement. The claim(s) contains subject matter which was not described in the specification in such a way as to reasonably convey to one skilled in the

relevant art that the inventor(s), at the time the application was filed, had possession of the claimed invention.

Specifically, claims 35, 36, 39, and 42 recite the feature where the selected content is repeatedly presented until a locking requirement is met. To support the claims, Applicant cites page 8, lines 7-17 (see Appeal Brief filed September 6, 2006); however, the citation does not supports the limitation of “the selected content is repeatedly presented until a locking requirement is met”.

Claim Rejections - 35 USC § 103

6. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

7. Claims 26 and 35- 41 are rejected under 35 U.S.C. 103(a) as being unpatentable over US Publication No. 2002/0010698 to Shin et al. (“Shin”) in view of US Publication No. 2002/0092910 to Kontogouris.

Referring to claim 26, Shin discloses notifying the network based device during said operation of determining (see figs. 2A, 2B, 4, paragraphs 0010, 0011, 0022, and 0023). Shin does not expressly disclose dispensing a reward to a user associated with the wireless mobile device subsequent to notifying the network based device using said operation of determining. Kontogouris discloses the operation of dispensing a reward to a user associated with the wireless mobile device subsequent to notifying the network based device using said operation of determining (see paragraphs [0055] and [0056]). At the time the invention was made, it would

have been obvious to a person of ordinary skill in the art to modify Shin to include the elements taught by Kontogouris. One of ordinary skill in the art would have been motivated to do this because it conveniently provides incentives in a format suitable for mobile devices (see paragraph [0009] &[0010] of Kontogouris).

Referring to claims 35, 37, and 38, Shin discloses a content manager embodied at the wireless mobile device (mobile phone), said content manager for managing the selected content (electronic document) once delivered to the wireless mobile device, management of the selected content provided by said content manager comprising selectively locking the selected content pursuant to a first selected locking requirement, the operation of determining when the at least the first selected locking requirement is met, the operation of unlocking the selected content data to release the selected content out of the first selected locking requirement having been met, unlocking the selected content when the first selected locking requirement is determined to have been met and receiving an indication of said at least first selected locking requirement having been met (see figs. 2A, 2B, 4, paragraphs 0010, 0011, 0022-0025). Shin does not expressly disclose the selected content is repeatedly presented until the first selected locking requirement is met, such that the selected content is no longer required to be repeatedly presented and providing a reward in response to said indication. Kontogouris discloses the selected content is repeatedly presented until the first selected locking requirement is met and unlocking the selected content when the first selected locking requirement is determined to have been met such that the selected content is no longer required to be repeatedly presented (see paragraph [0054] – the user inputs a request for access to a specific content; an interactive banner is displayed; if the user responds correctly to the interactive banner advertisement access is allowed. Otherwise, the banner will

continue to display until the browser or communications program is exited), and providing a reward in response to said indication (see paragraph [0055], [0056]). At the time the invention was made, it would have been obvious to a person of ordinary skill in the art to modify Shin to include the elements of taught by Kontogouris. One of ordinary skill in the art would have been motivated to do this because it prevents unauthorized access the locked content and conveniently provides incentives in a format suitable for mobile devices (see paragraph [0009] &[0010] of Kontogouris).

Referring to claim 35, Shin discloses receiving an indication of selected content, presenting at least a first locking requirement associated with the selected content to a user device wherein said locking requirement defines a specific period of time or a specified amount of usage for which the content is locked in at the user device and required to be presented and providing the selected content from a network based device to the user together with the at least first selected locking requirement (see figs. 2A, 2B, 4, paragraphs 0010, 0011, 0022, 0023, [0025]). Shin does not expressly disclose permitting the selected content to be repeatedly presented until the at least the first selected locking requirement is met. Kontogouris discloses permitting selected content to be repeatedly presented until the at least a first selected locking requirement is met (see paragraph [0054] – the user inputs a request for access to a specific content; an interactive banner is displayed; if the user responds correctly to the interactive banner advertisement access is allowed. Otherwise, the banner will continue to display until the browser or communications program is exited). At the time the invention was made, it would have been obvious to a person of ordinary skill in the art to modify Shin to include the elements taught by

Kontogouris. One of ordinary skill in the art would have been motivated to do this because it prevents unauthorized access the locked content.

Referring to claims 39 an 41, Shin discloses transmitting an indication of selected content, receiving at least a first locking requirement associated with the selected content at a user device, wherein said locking requirement associated with the selected content at a user device, wherein said locking requirement defines a specific period of time or a specified amount of usage for which the content is locked at the user device and required to be presented, selecting acceptance of the at least the first selected locking requirement, receiving said selected content and storing said selected content (see figs. 2A, 2B, 4, paragraphs 0010, 0011, 0022, 0023, [0025]). Shin does not expressly disclose repeatedly presenting the selected content with the user device until at least the first selected locking requirement is met and receiving an indication of a reward. Kontogouris discloses permitting selected content to be repeatedly presented until the at least a first selected locking requirement is met (see paragraph [0054] – the user inputs a request for access to a specific content; an interactive banner is displayed; if the user responds correctly to the interactive banner access is allowed. Otherwise, the banner will continue to display until the browser or communications program is exited) and receiving an indication of a reward (see paragraphs [0055] & [0056]). At the time the invention was made, it would have been obvious to a person of ordinary skill in the art to modify Shin to include the elements taught by Kontogouris. One of ordinary skill in the art would have been motivated to do this because it prevents unauthorized access the locked content and conveniently provides

incentives in a format suitable for mobile devices (see paragraph [0009] &[0010] of Kontogouris).

Referring to claim 40, Shin discloses the operation of determining when the at least the first selected locking requirement is met (see fig. 2A, 2B, 4, paragraphs 0010, 0011, 0022, 0023) and the operation of unlocking the selected content data to release the selected content out of the first selected locking requirement having been met (see paragraphs 0023-0025).

8. Claim 42 is rejected under 35 U.S.C. 103(a) as being unpatentable over Shin and Kontogouris in view of US Publication No. 2004/0123135 to Goddard.

Shin discloses a content manager for receiving and managing selected content, wherein said management comprises locking in said selected content pursuant to a first locking requirement (see figs. 2A, 2B, 4, paragraphs 0010, 0011, 0022, and 0023). Shin does not expressly disclose the selected content is repeatedly present until the first locking requirement is met and a memory for storing and a memory for storing a plurality of profiles wherein each profile comprises an identifier indicative of the use of said locked in selected content.

Kontogouris discloses selected content is repeatedly present until the first locking requirement is met (see paragraph [0054] – the user inputs a request for access to a specific content; an interactive banner is displayed; if the user responds correctly to the interactive banner advertisement access is allowed. Otherwise, the banner will continue to display until the browser or communications program is exited). Goddard discloses memory for storing a plurality of profiles wherein each profile comprises an identifier indicative of the use of said locked in selected content (see fig. 5, paragraph [0049] & [0052]). At the time the invention was made, it would have been obvious to a person of ordinary skill in the art to modify Shin to include the

elements taught by Kontogouris and Goddard. One of ordinary skill in the art would have been motivated to do this because it prevents unauthorized access the locked content.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Jalatee Worjloh whose telephone number is 571-272-6714. The examiner can normally be reached on Monday - Friday 10:00 - 6:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Calvin Hewitt II can be reached on 571-272-6709. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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